

## We're not just asking you to be green. We're asking the same of ourselves.

Here are a few examples of how BCBSD is working to be a greener company.

- ♻️ We no longer provide coffee cups and lids in our offices. Employees bring in their own reusable cups and mugs. This simple change keeps approximately 10,000 cups and 3,600 lids out of our trash each month.
- ♻️ We installed occupant-sensing lights in many rooms, which turn on when someone enters the room, and turn off after a period of inactivity.
- ♻️ Our corporate recycling program is an overwhelming success. In 2008, we recycled more than 71 tons of paper and 10 tons of bottles and cans.

### Healthier choices can also be greener choices.

There are many things you can do that will help your health — and the environment's.

- 🍏 **Eat locally grown foods.** Locally grown and produced food is usually fresher, retaining more nutrients than food that has been traveling for days or weeks. And, local foods reduce your carbon footprint. Learn more at [www.myfootprint.org](http://www.myfootprint.org).
- 🍴 **Make your own lunch.** Buy a lunch, and you're likely to buy an oversized portion with excessive fat and calories — not to mention the waste of disposable packaging and utensils. When you make your own lunch, you control the ingredients and the quantities. Plus, you can pack it in washable, reusable containers.
- 💧 **Drink tap water.** Bottled water is not better for your health, and tap water has to meet more stringent quality control regulations than bottled water. And, many bottled waters come from taps anyway.
- ☀️ **Use chemical-free cleaning products.** A study in the *American Journal of Respiratory and Critical Care Medicine* showed that using household cleaning sprays and air fresheners as little as once a week can raise your asthma risk. With a little research you can find all-natural, chemical-free ways to accomplish just about every household cleaning task, using common household products such as baking soda and vinegar. Find ideas at [www.thegreenguide.com](http://www.thegreenguide.com) and [www.planetgreen.discovery.com](http://www.planetgreen.discovery.com).
- ♻️ **Remove and recycle hazardous materials.** The EPA says the air in your home can be up to five times more polluted than the air outside. This is due in part to household cleaners, chemicals, pesticides, oil-based paints and motor oil. Choose non-toxic alternatives whenever possible, and remove the hazardous products from your home. Call the Delaware Solid Waste Authority at **800.404.7080** for details about household hazardous waste removal.



**BlueCross BlueShield  
of Delaware**

Working well together.

**bcbsde.com**

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# Help us help the environment.

Be green  
with Blue



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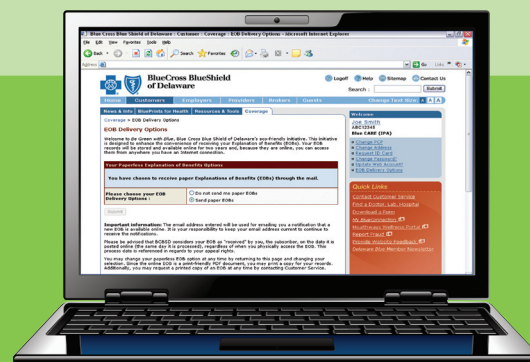
## Blue Cross Blue Shield of Delaware makes it easy — and fun — to go green.

Each year, we print and mail more than 3 million explanation of benefits (EOB) statements. As part of our efforts to reduce the amount of paper and number of mailings, we're offering you the option to go paperless and receive your EOB statements online. They'll have all the same information and be presented in the same format, but instead of mailing you a printed version, we'll send you an email when your EOB statement is ready for viewing. Then, you can log on to the *Customer* portal to access your new statement at your convenience. It's a simple way we can all work together to be a little bit greener.



More than 3 million EOB statements yearly

VS.



Paperless EOB statements online

**Be green. Sign up for paperless EOB statements.**

To receive paperless EOB statements, just go to [bcbsde.com/begreen](http://bcbsde.com/begreen) and update your EOB delivery option information. Please note that June 1, 2009, is the first day you can register to receive electronic EOB statements, so mark your calendar now. Your first electronic EOB statement will generally follow your first claim for health services that you file after June 1.

Of course, these online statements aren't the only benefit of being a registered member. You'll also be able to see all of your EOB statements, going back two years. You'll even have access to your two-year EOB history if you change Blue Cross Blue Shield of Delaware (BCBSD) plans, so you won't have to worry about lost forms. And, you'll gain access to all kinds of helpful online features:

- Review your claims information.
- Request replacement member ID cards.
- Change your primary care physician.
- Verify coverage and authorizations.
- Send an inquiry to Customer Service.

And, the online option enhances the security of your personal health insurance information. All of our online features employ the most advanced security technology available to ensure that your privacy is protected.

## Now, about that fun

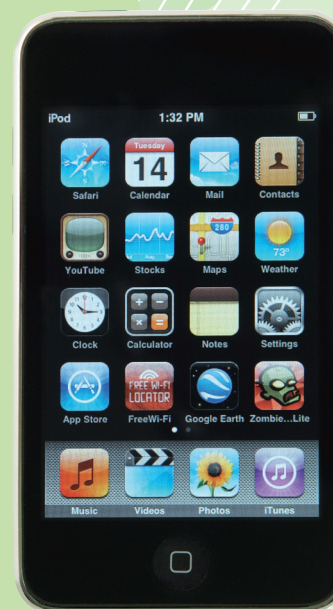
You know how an apple a day keeps the doctor away. But this time an apple a day can keep the boredom away. Each day, from June 15 to June 19, we'll be giving away one **Apple® iPod touch®** to a registered member who, on that day, opts to receive electronic EOB statements.

For complete details about how to win an iPod touch, go to [bcbsde.com/begreen](http://bcbsde.com/begreen).

## Become a registered member today

Start taking advantage of all the benefits of being registered online at [bcbsde.com/begreen](http://bcbsde.com/begreen). Registration is simple and instant: We immediately email you your logon information so you can make the most of our online capabilities right away.

And don't forget to go green by opting to receive our electronic EOB statements instead of printed ones. Maybe you'll even win an Apple iPod touch. To sign up as a registered BCBSD member, visit [bcbsde.com/begreen](http://bcbsde.com/begreen).



## Register and win

Simply by registering to receive electronic EOB statements, you could win an **Apple iPod touch**.

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## Are you wondering what an "EOB" is?

Your explanation of benefits, or EOB, is the report we send you after we receive a claim from you or your physician for a health care service. It says "This is not a bill" on it, and describes how your health coverage was applied to your health care claim. If you frequently visit your doctors, you know how often you see EOB statements.

Be green  
with Blue